



UPDATE

*The Voice of the
Washtenaw, Livingston,
Monroe, and Lenawee
County's Rental Housing
Industry!*

Volume 30, Issue 4 — April 2014

Always available at www.wa3hq.org

The Benefits of Adding Recycling to Your Property

**By: Christine Chessler-Stull;
Outreach & Zero Waste Coordina-
tor for Recycle Ann Arbor**

Earth Day (April 22nd) is that one day a year where we all can choose to do something simple to better the environment. Deciding to provide recycling options to your residents is possibly one of the easiest ways to “go green” this Earth Day.

Each day, the average U.S. resident produces 4.4 pounds of waste- much of which ends up in the landfill but could potentially be recycled or composted. Recycling helps curb green house gas emissions and pollutants in our air and water, as well as reduces the consumption of finite natural resources.

Besides being good for our environment, recycling can also provide direct benefits to property managers and their residents. According to a survey in the National Apartment Association Magazine (Oct, 2013) 68% of residents described recycling as the preferred “green feature” they look for when choosing to move to a new property. Additionally, managers who have in-

troduced recycling have noticed a cost-saving benefit associated with reducing the frequency of trash dumpster collection as recycling participation increases. Also, in some cases, increased waste (recycling) disposal options on-site have decreased



litter strewn around a property.

Community managers should choose to involve their residents in the recycling process by recruiting an on-site “green team” to monitor collection, while also educating and encouraging tenants. Proper education of recycling guidelines can also go a long way in assisting the maintenance staff. Presumably, if the residents are feel-

ing empowered and recycling “right” then there should be minimal new challenges for management or the maintenance staff.

Although Recycle Ann Arbor currently provides curbside recycling only within the City of Ann Arbor limits, our other divisions can be of service to surrounding counties. Our Drop-Off Station and Jackson Rd. Facility (formally Calvert’s) provide options to dispose of general recyclables, but also “bulky items” such as electronics, mattresses, tires, and yard waste. Our ReUse Center accepts donations of reusable furniture, housewares, and building materials that the public can then purchase at affordable prices. For services and disposal fees for each division please visit recycleannarbor.org

Ready to consider curbside recycling for your residents? The initial step is to figure out who your waste hauler will be and what service fees may apply. Your waste hauler will vary depending on the city and county that your property resides in so check with your local municipality first.

**Sign up NOW for
Maintenance Mania— April 8**
Link to NAA website to sign up for local participation. Then email the office at info@wa3hq.org to get the wheels for the maintenance materials car.



**VIDEO
WA3 Maintenance
Mania 2012**

**8 minute video hav-
ing fun at the Education Trade Expo and
Maintenance Mania**

Click [HERE](#) to watch Video

Happy Spring Everyone! With spring finally here we have some great events coming up that you will definitely want to get out of the office and attend.

Our biggest one being the **Annual Association Education and Trade Expo and Maintenance Mania, Tuesday April 8th**. If you have not already signed up your maintenance team you still have time. Last year a couple of my amazing techs participated for the first time and really had a lot of fun. The team building and fun from that one afternoon really carried on into their work days throughout the year.

Our keynote speaker **Leah Brewer is really inspiring**. I have had the opportunity to hear her at National Events and always walk away with great new ideas. (see page 5 for more information)

Start getting your group together to join us at the **MudHens game in Toledo in May**. We are partnering with the new Toledo Chapter and looking forward to a fun evening of baseball, hot dogs, networking and perhaps an ice cold beer. Opportunities like these to network with our peers is one of the best benefits of the association. I have made many new business contacts as well as friends by attending WA3 events like these events over the years. I would love to make even more friends and contacts so call the office and sign up today. Have a safe and healthy April and as always please do not hesitate to contact me if I can be of any help to you.



Mia McNeil, Partner with Kelley Cawthorne and lobbyist for the Property Management Association of Michigan, joined the Apartment Association at its monthly meeting to bring everyone up to date on the initiatives of the PMAM legislative committee on your behalf. This also serves as a primer for what we will be discussing with our legislators at the PMAM Capitol Day next month. Below is a list of the initiative they are working on and an invitation to attend the Capitol Day on behalf of WA3.

- ◆ Senate Bill 657 which addresses the Bedbug situation and provides procedure and responsibility allocation for landlords and tenants.
- ◆ House Bill 4025 which changes court procedures in the service of process.

- ◆ Senate Bill 783 that would allow you to restrict the smoking and growing of medical marijuana in your rental housing.
- ◆ Senate Bill 313 (introduced by AAM) that would restrict registration fees to only once or when the property changes hands, includes restriction that tenants must grant permission for inspection to happen and restricts municipalities for collecting on the inspection prior to it happening.



EO Message: by Alice Ehn

This issue is full of exciting information not only from what we are working on in the legislative arena but also the events and training we have coming up in the next few months.

To the right is an invitation to the PMAM Capitol Day in Lansing along with the issues that Mia talked about at our past General Membership Meeting. On page 3 you will find the issues and information from the NAA Capitol Conference. You can find more information on that at the NAA website of www.naahq.org.

Make sure you click on all the information you can in this issue. (there are links everywhere) We are looking forward to a great Education Trade Expo and Maintenance Mania next week. Get signed up and get a ticket to win **\$500 Visa Gift card** just for coming to the tradeshow. On the front of this issue is a link to the VIDEO of our 2012 Maintenance Mania event. Get this link to your maintenance and encourage them to come and play for a few hours of fun before the crazy rental seasons begin. Everyone works harder with a little bit of fun added into their day. Let us know what you think of the newsletter and if there are any improvements we can make to keep everyone informed!



PMAM Capitol Day — May 7, 2014

Please join us as members of a local chapter of PMAM

- * Each local chapter will be setting up appointments with our Michigan Senators and State House Representatives to discuss issues that concern the apartment industry.
- * Appointments will be set throughout the day and we are looking for volunteers to attend these meetings. Please check with your local association to participate or use the contact information below

There will be a Reception for members & legislators from 4pm to 6pm at Troppo's located at 111 E Michigan Ave in Lansing



Please RSVP to attend the reception or

Produced By: Washtenaw Area Apartment Association, 2008 S. State Street, Suite C, Ann Arbor, MI 48104
734/663-1200; FAX 734/821-0497 Email: info@wa3hq.org

Deadline: 15th of the month for next month's publication to newsletter@wa3hq.org. Submit all materials to Alice Ehn, Executive Officer

2014 Directors:

- Amy Khan, *President*, CMB Property Management, 734-741-9300
- Terri Neely, *Marketing Chair and Past President*, Valley Ranch Apartments, 734-747-9050
- Michelle Foley, *Secretary*, Mill Creek Town Houses, 734-971-1730
- Mark Hannaford, *Treasurer and Legislative Chair*, Campus Management, 734-663-4101
- Michelle Milliken, *Membership Chair*, Paul Davis Restoration, 734-930-0303

- Russell Egerton, *Program Co-chair*, AmRent, 248-948-5534
- Kristine Siemieniak, *VP and Program Chair*, Wilson White Company, 734-995-0600
- Leslie Lemerand, *Education Chair*, Oxford Property Management, 734-995-9200
- Christina Collings, *Director*, Lockwood Management Company, 517-546-6567

PMAM REPRESENTATIVES: Melissa Seitz, Wilson White Company and Susan Horner, Timberland Partners

Property Mgmt. Assoc. of Michigan - Association Executive: Kathy Bartnick - 2675 44th St, #303, Wyoming, MI 49519 - 616/531-5243, kvallie@aol.com, www.pmamhq.com

National Apartment Association - 4300 Wilson Blvd, Suite 400, Arlington, VA, 22203 - 703/518-6141, FAX 703/248-9440 - www.naahq.org

NAA Capitol Conference — Apartments, The New Housing Resource

The apartment industry is a competitive and robust \$1.1 trillion industry that helps 35 million renters live in a home that's right for them. We help build vibrant communities by offering housing choice, supporting local small businesses, creating millions of jobs and contributing to the fabric of communities across the country. And we are increasingly important. Up to half of all new house holds formed this decade could be renters. And that's good news. Meeting that demand will create millions of jobs. To get there, we need new public policies that support the multifamily housing industry that don't

make it harder for renters and their families to find the housing that makes sense for them and their community.

One week in March, rental housing providers, such as yourself, from all over the United States and members of NAA, met at the NAA Capitol Conference to bring industry issues before their legislators as advocates for your industry. Using the information learned at the issues briefing, advocate education sessions and other events, industry professionals met with legislators to influence them and their staff about what affects you and your business. Pictured left is representatives from the WA3 and the Property Management Association of Mid-Michigan meeting with Representative Tim Walberg (R), 7th Congressional District.

The issues discussed included:

- Disparate Impact
- Immigration Reform
- Housing Finance Reform

All issues can be found on the NAA website at www.naahq.org.



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HD Supply runs a promotion each year in the month of May where the association gets a percent of your sales and is tied to your participation in the Maintenance Mania program. This past year the percent we received was enough to run an entire education program for maintenance personnel called "BREAK OUT SESSIONS". These classes were originally priced at \$39 per two hour class but have been reduced to \$20 per class. Below is the class schedule of upcoming Break Out Sessions for Maintenance.



Sponsored by: HD SUPPLY
MULTIFAMILY SOLUTIONS

Tuesday, April 29...Pool/Spa Maintenance
Tuesday, July 15...Drain Cleaning Maintenance
Tuesday, September 30...Refrigerator Repair Class



2014 CAMT Dates Member Rates — HANDS ON TRAINING

HVAC: April 15, 16, 17 — \$249
Appliance: May 13, 14 — \$179
Int/Ext Maintenance: May 28 — \$129
Plumbing: June 17, 18 — \$179

Available any time.
Self-study online EPA Universal testing at your office for \$85.00

Additional IN PERSON training you don't want to miss

- ◆ **Thursday April 3 — Fair Housing** with attorney Jim Gromer
- ◆ **Tuesday, April 8 — Education Trade Expo and Maintenance Mania at Weber's Inn.** Guest Speaker: Leah Brewer, President of Full House Marketing. **Topic: The Team Approach to Raising Rents with Courage, Critical Thinking and Care.**
- ◆ **Wednesday, April 16 — CPR** with Dummies on the Run
- ◆ **Thursday, October 9 — Real Estate Continuing Education for the Property Management Professional**
- ◆ **Thursday and Friday, October 16 and 17 — GLAStar Education and Award Conference**
- ◆ **PMAM Lyceum Class** - Cost: \$299 per association sponsored person. Leadership at it's finest.

World Class Training all year long for an a la carte member rate of \$99 per class

The Washtenaw Area Apartment Association is offering a Skillbuilder Series and teaming up with the newly formed Greater Toledo Apartment Association to offer you National Speakers at a LOW—LOW price. Your one-time payment subscribes your on-site staff to all six workshops. For each subscription you can send as many as you want from the community. Get your employees trained now. All classes will be held at the Home Builders Association of Toledo training Center, 1911 Indian Wood Circle, Maumee, OH 43537...just a short 51 minute ride for the best education possible.

There is something for everyone with topics on Leasing, Marketing, Management, Operations, Technology and Maintenance.



April 16—Rich George—Fair Housing – *There's No Place Like Home*

Lawsuits and Litigants and Legalese...Oh my! Take the fear out of Fair Housing through better understanding.

June 11—Jackie Ramstedt—Rent Increase Strategies: *The Team Approach to Raising Rents with Courage, Critical Thinking and Care*

It takes the right team and the right path to get to your Emerald-green goal of increasing cash flow and NOI. When it's time to raise the rents, your team must be singing the same tune arm-in-arm.

September 24—Mark Cukro—Oiling the Tin Man and other Preventative Maintenance Tips

We all get a little rusty at times, but with a little bit of care and attention, we can keep our properties running smoothly and efficiently. When we treat our assets like an old tin man left out in the rain they will seize up and stop producing the revenue that pays our salaries.

November 12—Rebecca Rosario—Multicultural Marketing: *Are you a Good Witch or a Bad Witch?*

Stereotypes are hard to break, for example...are all witches ugly? Our perceptions of other cultures, people and beliefs can impact our actions and ultimately, our bottom line.

Call the Washtenaw Area Apartment Association for reservation to individual Classes: 734-663-1200

* Dates and topics are subject to change based on events outside our control: Tornadoes, Flying Monkey Attacks, Speaker Availability, Subscriber Input, etc.



Tuesday, April 8, 2014

Weber's Inn, 3050 Jackson Rd, Ann Arbor

Free Tickets Available NOW — info@wa3hq.org

11:30..... Start the Day with an Educational Keynote by NAA speaker Leah Brewer, President Full House Marketing.

Topic: Rent Increase Strategies — The Team Approach to Raising Rents with Courage, Critical Thinking and Care

Bring your entire team to this keynote and FREE lunch. It takes the right team and the right team strategies to increase rents, increase owner's NOI and all work in the same direction. Learn these strategies today.

Trade Expo Exclusive
\$20 Head Shots for PMAM PAC

Following Keynote: FREE LUNCH AND TRADE EXPO

2:00 — Get a ticket to the event and be entered into the drawing for \$500 Visa Gift Card

Sponsored by:



2:30...Practice begins for Maintenance Mania for all active members and participating Vendors

3:30 to 5:00....Maintenance Mania.....Catch the Fever.....

See page one for link to video of our members playing in 2012.

Overall National Qualifier prize — \$100 plus chance at NAA June Conference Trip

Second place NQ — \$50 — Third place NQ — \$25

All seven games have CASH prizes 1st, 2nd and 3rd of \$25, \$15 and \$10

How to Play Video links below

[Bradford Water Heater Install](#)

[CFG Faucet Install](#)

[Fluidmaster Flush Toilet Conversion](#)

[Kidde Fire & Carbon Monoxide Install](#)

[Kwikset Key Control Dead Bolt Test](#)

[Seasons Ceiling Fan Install](#)

[Frigidaire Icemaker Install](#)

[Race Car Competition](#)

Associate Spotlight: PPG with Maintenance Tips for Graffiti Remover

- 1) Graffiti on smooth surfaces can be removed with little effort with the Worlds Best Graffiti Wipes. It's as simple as opening up a safe wipe pack and rubbing the tagged area and watching the graffiti disappear. Rinse area after you have finished removing the graffiti
- 2) Graffiti on brick, stone, and masonry apply product with brush or sprayer then rinse with a small low pressure washer this product has a 98% rate with one application
- 3) Graffiti on sensitive surfaces use the sensitive surface graffiti remover to protect the coating underneath the graffiti. You can brush this product on then wipe off with a moist absorbent towel.
- 4) Have an old building use the Heritage graffiti remover applied by brush then sprayed off with low pressure power washer. This product will protect the old bricks and stones.
- 5) Graffiti that's been there a LONG time use TransGel allow product to work into

the surface then rinse away with low pressure washer also works great on asphalt

If you would like any info on the Worlds Best Graffiti Remover products please contact Jason Wilhoite (734) 417-4758

Thanks,
Jason Wilhoite, Sales Representative and Sponsor of the Mudhens Game Outing

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Email: info@airductclean.com

Oasis Hot Tub Gardens

Shi Schultz
2301 S. State Street, Ann Arbor, MI
48104
Phone: 734-663-9001
Email: shi.schultz@yahoo.com
Referred by Kristine Siemieniak

Perkins Painting

Ryan Perkins
434222 W. Oaks Dr, Ste 119, Novi, MI
48377
Phone: 248-238-0440
Email: ryan@perkinspainting.com
Referred by Amy Khan

R. Lewis Concrete, Lawn and Snow

Bob Lewis
5680 Country Lane, Ypsilanti, MI
48197
Phone: 734-476-8705
Email: rob-ert01lewis08@comcast.net
Referred by Amy Khan and Jason Milky

Tristar Electrical

Steve Schmute
9901 Weber, #2, Brighton, MI
48116
Phone: 517-206-8894
Email: steve@tristarelectrical.com
Referred by Amy Khan

Members Support Members

Renewing Members As of 2/27/14

PROPERTY PROFESSIONALS:

Eastern Michigan University
Fuller Apartments
Hill Street Investments
Jonathan Rand
Madacherry Management
Oxford Property Management
PTP Management
Scott Hill
The Varsity

BUSINESS PARTNERS:

AmRent
Ann Arbor Housing Commission
Apartment Specialist, Inc.
Arbor Maintenance
Assurant Specialty Property
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Comcast

CoreLogic SafeRent

Field's Fire Protection

K&B Asphalt

Krysten Niemiec

Little Caesars of Ann Arbor

Michigan Delta Mechanical

Michigan Insurance Group

Pacesetter Painting

Paradise Dog Training

Plumbing Professors

Roof Pros

S&S Broadband Services

Industry Benefit for Members and NON-members

4th Quarter 2013 Report now available to members

Contact support@myrentcomps.com to get signed up to the newest WA3 Member Benefit. This is free to all members and nonmembers so your competitors can sign up too. This could save all apartment providers up to \$3500 per year and directly affect your NOI.

Benefits Include:

- Save Time and Money - No more calling around to get comps or waiting for call backs
- Simple registration
- Pick any comps you choose - like facebook friends and invite them right from the website to join you.
- Open to nonmembers with limited information so you can not only see member comps but your true competitors



SIGN UP NOW AND GET STARTED
CLICK ON WA3HQ.ORG

Tickets Available Now — info@wa3hq.org

Education Trade Expo
April 8, 2014 at Weber's Inn, 3050 Jackson Rd
Designed for all to participate.
Starting at 11:30AM keynote and Lunch
Maintenance Mania starts practice at 2:30

\$500 Visa Card Giveaway

Sponsored by:

Keynote: Leah Brewer, President Full House Marketing



Topic.....Rent Increase Strategies: The Team Approach to Raising Rents with Courage, Critical Thinking and Care

- Free Lunch for all active members and sponsoring vendors.
- Trade Show till 2:30
- PM- 2:30 practice....Maintenance Mania for all active members and participating vendors. Vendors who sponsor can play too.



Maintenance Mania (not just for maintenance....anyone can play and win..) (Is your company up to the challenge????)

Cash prizes—Sign up now

Overall National Qualifier prize — \$100 plus chance at NAA June Conference Trip

Second place NQ — \$50 — Third place NQ — \$25

All seven games have prizes 1st, 2nd and 3rd of \$25, \$15 and \$10 respectively.

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Yes....**YOU** can win AMAZING Prizes!

Our Association is participating in a fun competition with NAA, with the goal of energizing our association and members to help grow

our membership.

WE NEED YOUR HELP!!!

Here is how it works:

Each and every WAAA member and business partner is challenged to bring in as many new members (business partners and property owners/managers), as possible from NOW through October, 2014. If our Association brings in the **largest net growth of units** for the above period....Our association will win the prizes to the right and present them to the member(s) who also brought in the most new members/units!

PRIZES GALORE

1st PRIZE – Cruise for 2 to Mexico, Bahamas or Western Caribbean, **PLUS** 1 NAA full conference registration, **PLUS** \$500 gift card

2nd PRIZE – Cruise for 2 to Mexico, Bahamas or Western Caribbean, **PLUS** \$500 gift card

3rd PRIZE – 1 NAA full conference registration

A Note From The Membership Chairperson:

The Board of Directors and I would like to challenge **EVERYONE** to bring in at least one new member! As the saying goes “There is strength in numbers” and to continue our strength and influence, **we need to continue growing our membership.** We encourage you to take advantage of your contacts and relationships with business partners and other property owners/managers. Please take a moment out of your day, each week and simply make a phone call to someone you know and share the benefits of WAAA **and encourage them to join today!**

Michelle Milliken

DISCOVER A SIMPLER WAY TO MANAGE UTILITY SERVICES AT YOUR RENTAL PROPERTIES!

DTE Energy's **Landlord Utility Manager** is a FREE web - based service designed to help you manage your electric and natural gas accounts.

If you own or manage properties that are leased or rented to others, visit dteenergy.com/landlord or call 800.482.8720.



The Washtenaw Area Apartment Association disclaims any liability for information or legal advice contained in this Newsletter. Members who may have questions regarding issues contained in the newsletter should contact their own accountants, attorneys, or other professional advisors before relying upon any information conveyed herein. This newsletter is provided as a service by the Washtenaw Area Apartment Association and is intended for the exclusive use of its members. None of the articles or other information contained in this newsletter may be reproduced without the express written permission of the Washtenaw Area Apartment Association.

April 2014

Monday	Tuesday	Wednesday	Thursday	Friday
	1	2	3 <i>Fair Housing with Jim Gromer</i>	4
7	8 <i>Education Trade Expo and Maintenance Mania</i> Keynote: <i>Leah Brewer, The Team Approach to raising rents.</i> WIN \$500 visa card Sponsored by: 		9	10
14	15 <i>Membership Committee Program Committee</i>	16  <i>CPR with Dummies on the Run Education Committee</i>	17 <i>Board Meeting</i>	18
	CAMT — HVAC			
21	22 <i>PMAM meeting</i>	23	24	25
28	29 <i>Pool Spa Breakout session</i>	30	may preview:	

Get Involved

Today

- 7th — *Capitol Day in Lansing and Reception from 4 to 6 pm*
- 13th thru 14th — *CAMT Appliance*
- 16th — *Mudhens Game Outing*
- 28th — *CAMT Interior Exterior Maintenance*

Volunteers Needed

There are hundreds of ways to help out. When volunteering to serve on a committee, it's easy to find a rewarding way to strengthen the association and make a difference in your own career. The committees are forming now for 2014 and below is a very brief description of each committee. The association is hoping to add technology to the meetings this year to make it easier for members to attend and keep up to date on what is happening.

LEGISLATIVE---Monitors all legislative activity locally and evaluates WA3's position on state legislative initiatives. Is encouraged to participate in the Capitol Day for PMAM. Meets monthly on the 1st Monday at 4:00 at the association office.

PROGRAM---Plans all General Membership Meetings, obtains speakers, plans all Special events including but not limited to Golf Outing, Ball Game Outing and the Holiday Events. Meets monthly on the 3rd Tuesday at 3:30 at Guy Hollerins in Plymouth Rd.

NEWSLETTER---Insure publication of newsletter monthly and obtains advertising for the annual directory and newsletter. Secures the articles and permission for the articles usage, obtains Association Spotlights, and other content information for the newsletter. Independent study committee that requires a number of divided tasks. Meets occasionally as determined.

EDUCATION--- Plan all in person education classes for the following year, selects all online classes to be offered, researches speakers for Education portion of the Trade Show and maintains progress of the current year class schedule. Meets monthly on the 3rd Wednesday at 1:30 at the association office

MEMBERSHIP AND MEMBERSHIP SERVICES ---

Responsible for promoting and gaining new membership and increasing services to members. Meets monthly on the 2nd Tuesday at 12:00 at association office

PMAM LEGISLATIVE---Helps track legislation at the State Level. Meets once per month in Lansing on the 4th Tuesday of every month at 8:00 am at KMG offices in Lansing.

PMAM GLASTAR---Willing to meet in Lansing to plan GLASTAR education day and awards banquet. Meets at 10:00 am at KMG offices in Lansing.

NEW WEBSITE AND MARKETING TASKFORCE--- Make the decisions for the NEW website and help move the marketing of the association forward

Sponsorships for General Membership Meetings

October — Open

November — Open

Cost: \$150 per meeting. Get 5 minute presentation, name in all publications and links in newsletter, logo tent cards on all tables, and exclusive rights to dispense literature.

Other Events coming up

- April Education Expo and Maintenance Mania -\$250 per booth and \$200 per MM Game
- May Mud Hens Game
- June Golf Outing at Ann Arbor Country Club
- October Wine and Euchre Night

Now Selling Sponsorships for Mixers for 2014

May — Open

June — Solar Contract Carpet

July — Open

August — Full House Marketing

Cost: \$100 or hosting the event at a community.

The Program Committee has put together After Hours Mixers either at local pubs or at local apartment communities.



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